WHAT IS CLAIMED IS:

1.   A method of controlling a financial transaction between a receiver and a content provider occurring over a network operated by a network operator, wherein said content provider offers enhanced content programming relating to the financial transaction, the method comprising the steps of:

        intercepting a user request for the enhanced content programming, said user request originating in the receiver, wherein said intercepting step is performed by a third party;

        permitting the enhanced content programming to be provided to the receiver in response to the user request only if the content provider is an authorized content provider, wherein said permitting step is performed by said third party; and

        storing information relating to the enhanced content programming provided to the receiver in response to the user request, wherein said storing step is performed by said third party.

2.   The method of claim 1, further comprising the step of determining if the content provider is authorized by the network operator to offer enhanced content programming over the network.

3.   The method of claim 1, further comprising the step of monitoring for triggers within the enhanced content programming.

4.   The method of claim 1, further comprising the step of terminating said user request after said intercepting step if the content provider is unauthorized.

5.   The method of claim 1, further comprising the steps of:

        intercepting a supplemental user request, said supplemental user request originating in the receiver, wherein said intercepting step is performed by said third party;

        storing said supplemental user request, wherein said storing step is performed by said third party; and

        requesting supporting information from said content provider for said supplemental user request, wherein said requesting step is performed by said third party.

6.   The method of claim 5, further comprising the step of providing said supporting information to said receiver upon request.

1   7.   The method of claim 5, further comprising the steps of:

2   intercepting a request to finalize said supplemental user request, said

3 request to finalize said supplemental user request originating in the receiver, wherein said

4 intercepting step is performed by said third party;

5   finalizing said supplemental user request, wherein said finalizing step is

6 performed by said third party; and

7   supplying the content provider with finalized supplemental user request

8 information.

1   8.   A method of monitoring a network transaction between a user

2 receiver and a content provider, the method comprising the steps of:

3   intercepting a user request directed at the content provider by the user

4 receiver;

5   appending additional parameters to said user request;

6   directing said appended user request to the content provider;

7   intercepting a user request response directed at the user receiver by the

8 content provider, wherein said user request response comprises at least a portion of the

9 network transaction;

10   extracting transaction information from said intercepted user request

11 response; and

12   forwarding said user request response by said third party to the user

13 receiver.

1   9.   The method of claim 8, further comprising the step of initially

2 receiving enhanced content programming from the content provider within the user

3 receiver, and wherein said user request is formed by the step of interacting with the

4 content provider through the user receiver.

1   10.   The method of claim 9, further comprising the step of recognizing

2 a trigger within said enhanced content programming, said recognizing step performed

3 prior to said step of intercepting said user request.

1   11.   The method of claim 8, wherein said step of intercepting said user

2 request further comprises the steps of:

3   appending an address to a third party controller to said intercepted user

4   request; and

5   directing said intercepted user request to said third party controller,

6   wherein said third party controller performs said step of appending additional parameters

7   to said user request.

1   12.   The method of claim 8, further comprising the step of appending a

2   marker to said user request response by the content provider, wherein said third party uses

3   said marker to intercept said user request response.

1   13.   The method of claim 8, further comprising the step of determining

2   if the content provider is authorized to provide enhanced content programming to the user

3   receiver.

1   14.   The method of claim 13, wherein said determining step is

2   performed prior to said first intercepting step.

1   15.   The method of claim 13, wherein said determining step is

2   performed after said user request is intercepted by said third party.

1   16.   The method of claim 13, further comprising the step of terminating

2   the network transaction between the user receiver and the content provider if the content

3   provider is unauthorized.

1   17.   The method of claim 13, further comprising the step of forwarding

2   said appended user request to a substitute content provider if the content provider is

3   unauthorized.

1   18.   The method of claim 8, further comprising the step of storing said

2   extracted transaction information.

1   19.   The method of claim 8, further comprising the steps of:

2   initiating a purchase from the content provider by the user receiver; and

3   entering said initiated purchase into a data base controlled by a third party.

1   20.   The method of claim 19, further comprising the step of displaying

2   information pertaining to said initiated purchase on a display screen coupled to the user

3   receiver.

1   21.   The method of claim 20, further comprising the step of displaying

2   at least one advertisement on said display screen simultaneously with said information

3   · pertaining to said initiated purchase.

1   22.   The method of claim 21, wherein said at least one advertisement

2   includes linking information to a specific content provider.

1   23.   The method of claim 19, further comprising the steps of:

2   directing a request for additional information pertaining to said initiated

3   purchase to said content provider, wherein said directing step is performed by said third

4   party;

5   receiving said additional information from said content provider by said

6   third party; and

7   storing said additional information in said third party controlled data base.

1   24.   The method of claim 23, further comprising the steps of:

2   directing a request for updated information pertaining to said initiated

3   purchase to said content provider, wherein said directing step is performed by said third

4   party;

5   receiving said updated information from said content provider by said third

6   party; and

7   storing said updated information in said third party controlled data base.

1   25.   The method of claim 19, further comprising the steps of:

2   requesting finalization of said initiated purchase by the user receiver;

3   finalizing said initiated purchase with the user receiver, wherein said

4   finalizing step is performed by said third party; and

5   providing final purchase information to the content provider by said third

6   party.

1   26.   The method of claim 25, further comprising the step of requesting

2   finalization of said initiated purchase by the user receiver, wherein said requesting step is

3   performed prior to said finalizing step.

1   27.   The method of claim 25, further comprising the step of obtaining

2   supplemental information from the user by said third party in order to complete said

3   finalizing step.

1   28.   A method of controlling a network transaction, the method

2   comprising the steps of:

3   directing enhanced broadcast information via a network to a plurality of

4   receivers, wherein said network is controlled by a network operator, and wherein at least

5   a portion of said enhanced broadcast information is provided by at least one content

6   provider;

7   detecting triggers within said portion of said enhanced broadcast

8   information provided by said at least one content provider, wherein said detecting step is

9   performed by a third party;

10   intercepting by said third party a user request directed at said at least one

11   content provider from a receiver of said plurality of receivers coupled to said network;

12   directing said intercepted user request to a third party controller;

13   appending third party parameters to said intercepted user request;

14   directing said appended user request to said at least one content provider;

15   appending third party markers to a response to said appended user request,

16   wherein said appending step is performed by said at least one content provider;

17   directing said appended response to said receiver;

18   detecting by said third party controller said third party markers appended

19   to said response; and

20   storing transaction information provided by said at least one content

21   provider in said response, wherein said storing step is controlled by said third party

22   controller.

1   29.   The method of claim 28, further comprising the step of appending

2   information to said intercepted user request prior to directing said intercepted user request

3   to said third party controller.

1　　30.　　The method of claim 29, wherein said information appended to
2　said intercepted user request is comprised of a third party controller address.

1　　31.　　The method of claim 29, wherein said information appended to
2　said intercepted user request is comprised of a set of receiver capabilities.

1　　32.　　The method of claim 29, wherein said information appended to
2　said intercepted user request is comprised of a user profile associated with said receiver.

1　　33.　　The method of claim 28, said appended third party parameters
2　comprised of a network specification.

1　　34.　　The method of claim 28, said appended third party parameters
2　comprised of a receiver specification.

1　　35.　　The method of claim 28, said appended third party parameters
2　comprised of a user profile associated with said receiver.

1　　36.　　The method of claim 28, said appended third party parameters
2　comprised of a set of network operator business rules.

1　　37.　　The method of claim 28, further comprising the steps of:
2　　　　initiating a user financial transaction through said receiver with said at
3　least one content provider;
4　　　　storing information pertaining to said user financial transaction in a third
5　party controller data base; and
6　　　　displaying at least a portion of said stored information on a display screen
7　coupled to said receiver.

1　　38.　　The method of claim 37, further comprising the step of displaying
2　at least one advertisement on said display screen simultaneously with said portion of said
3　stored information.

1　　39.　　The method of claim 38, wherein said at least one advertisement
2　includes linking information to a specific content provider.

1　　40.　　The method of claim 28, further comprising the steps of:

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2   requesting additional information on said user financial transaction from

3   said at least one content provider, wherein said requesting step is performed by said third

4   party controller;

5   receiving said additional information from said at least one content

6   provider; and

7   storing said additional information.

1   41.   The method of claim 28, further comprising the steps of:

2   finalizing said user financial transaction through said receiver, wherein

3   said step of finalizing is executed between said receiver and said third party controller;

4   and

5   providing finalized user financial transaction information to said at least

6   one content provider by said third party controller.

1   42.   A network-based system for providing enhanced content

2   programming to a user, the system comprising:

3   a network;

4   a content provider coupled to said network, wherein said content provider

5   supplies said enhanced content programming;

6   a receiver coupled to said network, said receiver capable of receiving said

7   enhanced content programming;

8   a display coupled to said receiver for displaying said enhanced content

9   programming to the user;

10   third party means for intercepting a request initiated by said receiver and

11   directed at said content provider;

12   third party means for appending operational parameters to said request;

13   third party means for directing said appended request to said content

14   provider;

15   third party means for intercepting a response to said request initiated by

16   said content provider; and

17   a database coupled to said network and said third party means for storing

18   intercepted response information.

1   43.   The system of claim 42, said third party means for intercepting said

2   request further comprising third party means for appending an address for a third party

3   controller to said request, wherein said request is directed at said third party controller.

1   44.   The system of claim 42, said third party means for intercepting said

2   request further comprising third party means for monitoring transactions between said

3   receiver and said content provider.

1   45.   The system of claim 44, wherein said third party monitoring means

2   detects triggers contained within said enhanced content programming.

1   46.   The system of claim 43, wherein said third party controller displays

2   information on transactions between said user and said content provider on said receiver

3   coupled display.

1   47.   The system of claim 46, wherein said third party controller displays

2   advertisements simultaneously with said transaction information.

1   48.   The system of claim 43, wherein said third party controller obtains

2   supplemental information from said content provider pertaining to transactions initiated

3   between said user and said content provider.

1   49.   The system of claim 42, wherein said receiver is selected from the

2   group consisting of set-top boxes, telephones, PDAs, and computers.

1   50.   The system of claim 42, wherein said network is selected from the

2   group consisting of cable, fiber optics, telephone lines, terrestrial broadcast systems, and

3   satellite broadcast systems.